

MASONRY REQUIRES PAINT THAT

1. IS IMMUNE FROM THE EFFECTS OF MOISTURE.
 2. Forms a permanent bond with the masonry surfaces.
 3. Effectively seals it against moisture, actually becoming an integral part of the wall itself.
- Penn Crete Cement Paint possesses these properties and as a result adequately protects masonry construction.

WHERE TO USE

Penn Crete Cement Paint is recommended for all exterior and interior unpainted masonry surfaces, above or below grade, such as concrete, architectural concrete, stucco, cinder block, cinder concrete, hollow tile, brick and stone. It is not recommended for wood and metals and should not be applied to oil painted masonry surfaces.

QUALITIES OF PENN CRETE CEMENT PAINT

Completely mixed at the factory, Penn Crete Cement Paint requires only the addition of clean water before application. Its reputation may be attributed to the extreme care used in its manufacture. The finest ingredients are mixed carefully and according to approved formulas by modern machines and under rigid supervision.

PENN CRETE CEMENT PAINT

HAS THE FOLLOWING FEATURES

1. Absolute uniformity of mix and color because it is completely mixed at the factory.
 2. Packaged in convenient size packages for use on small or large jobs. Penn Crete Cement Paint eliminates waste.
 3. Special ingredients promote opacity, waterproofness and curing and hardening properties.
 4. Available in a wide range of six beautiful colors.
 5. Saves labor and time on the job—no muss, no bother at the site, simply mix with water and apply.
- U. S. APPROVAL—Penn Crete Cement Paint meets Federal Specifications TT-P-21.

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TDCA
1958

Penn Crete...

For Best Results, Follow Simple Directions

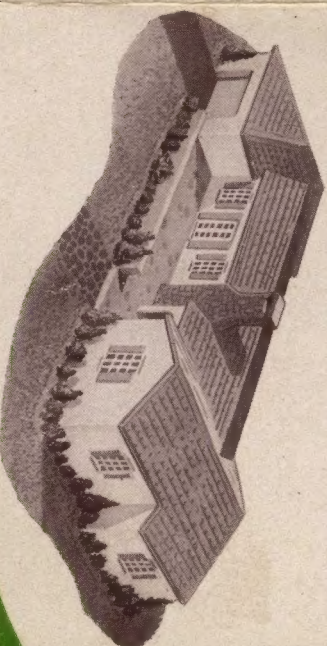
PENN CRETE PRODUCTS CO.

MANUFACTURED BY
20TH AND LIPPINCOTT STREETS
PHILADELPHIA 32, PENNA.

ADD

*New Life
and Beauty*

TO MASONRY HOMES



WITH

**PENN CRETE
CEMENT PAINT**

PROTECT and BEAUTIFY MASONRY AT LOW COST With PENN CRETE CEMENT PAINT



*Beauty that
lasts—*

Plus Protection



THE IDEAL COATING
FOR MASONRY SURFACES

COVERAGE

FIRST COAT

8 to 12 square feet
per pound.



FIRST COAT

10 to 15 square feet
per pound.



FIRST COAT

9 to 13 square feet
per pound.



Additional spread may be expected for second coat
also when applied to finer masonry surfaces.

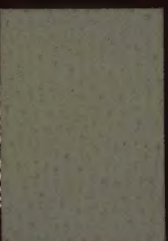
Packed in 10-25-50 pound containers.



IVORY



SILVER GRAY



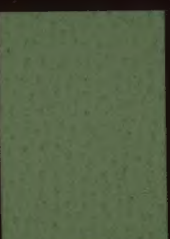
STONE GRAY



RICH BUFF



SPANISH BUFF



GREEN



BLUE



PEACH

ALSO IN SNOW WHITE

Colors are as close to actual as printing processes permit.

THE USE OF PENN CRETE CEMENT PAINT ASSURES

PERMANENCE. Deeply penetrates the pores of masonry and effectively seals it.

BEAUTY. Available in a wide range of eight beautiful colors. These colors may be intermixed to produce various shades. It gives a hard, weatherproof surface that resists dirt and dust. It is easy to clean with water.

PROTECTION. Withstands climatic extremes—not affected by sun or rain, sleet or snow. It is fire resistant. It bonds perfectly to dampened masonry and does not crack, powder, decay or mold when subjected to moisture.

LOW UPKEEP COST. Wearing and lasting properties make frequent painting unnecessary.



This trade mark is your
assurance of the utmost
in quality and value
LOOK FOR IT ON
EVERY PACKAGE